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ABSTRACT

In spring 1997, Florida's Pensacola Junior College (PJC) undertook a survey of enrolled students to determine why they had selected PJC, sources of information that led them to the college, and the unique elements of PJC that caused them to enroll. Three samples were developed for the study: mainly previous year high school graduates attending PJC's Pensacola campus; mainly adult, "second career" students at the college's Warrington campus; and mainly older returning students attending the college's Milton campus. Findings included the following: (1) reasons cited as important or very important by all three groups for enrolling at PJC were guaranteed university admission upon graduation, personal attention to students, low tuition, and the college's academic reputation; (2) the most important factor for the recent high school graduate group was low tuition; (3) the second career group cited campus locations and low tuition as the most important, while the returning students cited campus locations and personal attention; (4) while the three groups differed regarding the most important sources of information, direct mailings were cited by recent high school graduates and the college catalog was cited by both the second career and returning students; and (5) concerning PJC's unique factors, friendly and supportive faculty was cited by all three groups. The survey instrument is attached. (HAA)

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ED 410 998

Marketing Survey of PJC Students
Spring 1997
R-97-585

Marshall W. McLeod

Pensacola Junior College
Office of Institutional Research and Effectiveness

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
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JC 970 444

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SPRING 1997
Marketing Survey of PJC Students

①

WHY YOU SELECTED PJC

(What was important when you selected PJC to apply and enroll?)

②

SOURCES OF INFORMATION THAT LED YOU TO PJC

(How much did these information sources cause you to come to PJC?)

③

PJC's UNIQUENESS

(What was unique at PJC which caused you to enroll?)

①

PENSACOLA CAMPUS: Mainly Recent (Last Year) High School Graduates

②

WARRINGTON CAMPUS: Mainly Second Career (Not "College Aged") People

③

MILTON CAMPUS: Mainly Returning Students
(Older, Non-Traditional, First-Time-in-College)

Data acquired for the PJC Marketing Committee by:
Dr. Richard Bedics, Dr. Betsy Smith and Ms. Angela McCorvey.

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IMPORTANT

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

	Average Student Responses		
	3.0 "Somewhat Important", 4.0 "Important", 5.0 "Very Important"		
	Recent High School Graduates at **PENSACOLA**	Second Career (Not "College Aged") People at **WARRINGTON**	Returning (Older, Non-traditional, First-Time-in-College) at **MILTON**
PJC's Campus Locations	3.3 Somewhat Important	4.3 Important	5.0 Very Important
PJC's Low Tuition	4.6 Important	4.3 Important	4.9 Important
Guaranteed Admission to PJC	4.0 Important	3.3 Somewhat Important	4.9 Important
Small Class Size at PJC	3.9 Somewhat Important	3.5 Somewhat Important	3.8 Somewhat Important
Guaranteed University Admission on Graduation from PJC	4.3 Important	4.1 Important	4.7 Important
Many Programs at PJC	4.4 Important	3.8 Somewhat Important	4.9 Important
Access to Computers at PJC	3.8 Somewhat Important	3.3 Somewhat Important	4.1 Important
The Environment of the Campus	4.0 Important	3.8 Somewhat Important	4.9 Important
PJC's Value for Price	3.8 Somewhat Important	4.1 Important	4.5 Important
PJC's Buildings	3.2 Somewhat Important	-	3.7 Somewhat Important
PJC Career Assessment and Job Placement	4.0 Important	3.8 Somewhat Important	4.4 Important
PJC's Friendly Faculty	3.8 Somewhat Important	3.9 Somewhat Important	4.9 Important
PJC's Personal Attention to Students	4.1 Important	4.2 Important	5.0 Very Important
PJC's Job Placement after Graduation	4.0 Important	3.3 Somewhat Important	4.6 Important
PJC's Friendly Staff	3.7 Somewhat Important	3.9 Somewhat Important	4.8 Important
PJC's Academic Reputation	4.1 Important	4.0 Important	4.5 Important
PJC's Recreational Facilities	-	-	3.5 Somewhat Important
Social Life at PJC	-	-	-

Observations:

Reasons found to be "Important" or "Very Important" on all three campuses were:

Guaranteed University Admission on Graduation from PJC

Personal Attention to Students

PJC's Low Tuition

PJC's Academic Reputation

IMPORTANT

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

	Average Student Responses		
	3.0 "Somewhat Important", 4.0 "Important", 5.0 "Very Important"		
	Recent High School Graduates at **PENSACOLA**	Second Career (Not "College Aged") People at **WARRINGTON**	Returning (Older, Non-traditional, First-Time-in-College) at **MILTON**
Visit by You to PJC	3.7 Somewhat Important	3.0 Somewhat Important	4.5 Important
Discussions with PJC Students	3.8 Somewhat Important	3.0 Somewhat Important	4.1 Important
Direct Mailings	4.1 Important	-	4.2 Important
Discussions with PJC Faculty	3.4 Somewhat Important	3.1 Somewhat Important	4.5 Important
The PJC Catalog	3.2 Somewhat Important	4.0 Important	4.6 Important
Outdoor Billboards	-	-	4.0 Important
PJC Brochures	3.5 Somewhat Important	3.8 Somewhat Important	4.5 Important
Discussions with PJC Alumni	3.0 Somewhat Important	3.3 Somewhat Important	3.8 Somewhat Important
Visits by PJC Staff to your High School	3.5 Somewhat Important	-	4.2 Important
Discussions with High School Counselors	4.0 Important	-	3.8 Somewhat Important
Television Stations	-	-	4.0 Important
Newspapers	-	-	3.7 Somewhat Important
PJC Website	-	-	3.0 Somewhat Important

Observations:

1. Reasons found to be "Important" or "Very Important" on all three campuses were:

None!

No uniformly strong sources of information were present this time.

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UNIQUE

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

	Average Student Responses		
	3.0 "Somewhat Unique", 4.0 "Unique", 5.0 "Very Unique"		
	Recent High School Graduates at **PENSACOLA**	Second Career (Not "College Aged") People at **WARRINGTON**	Returning (Older, Non-traditional, First-Time-in-College) at **MILTON**
Personal Attention to Students	-	-	5.0 Very Unique
Many Programs of Study	-	-	4.6 Unique
Low Tuition	-	-	4.6 Unique
Excellent Campus Environment	-	-	3.8 Somewhat Unique
Friendly Faculty/Supportive Faculty	4.7 Unique	3.8 Somewhat Unique	3.7 Somewhat Unique
Location	-	4.5 Unique	-
Diverse Faculty & Students	-	4.3 Unique	-
Faculty Accessibility	-	4.1 Unique	-
Schedules (Help With, etc.)	-	4.1 Unique	-
Random Selection Process (RN)	-	4.0 Unique	-
Part-Time Programs	-	3.8 Somewhat Unique	-
Credit Transferrable	-	3.1 Somewhat Unique	-
Daycare	4.0 Unique	-	-

Observations:

Only one common item was indicated on all three campuses "Friendly/Supportive Faculty."

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=9

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	PJC's Low Tuition				4.6	
2.	The Many Programs of Study at PJC				4.4	
3.	Guaranteed University Admission on Graduation from PJC				4.3	
4.(tie)	PJC's Academic Reputation				4.1	
4.(tie)	PJC's Personal Attention to Students				4.1	
6.(tie)	PJC's Career Assessment and Job Placement				4.0	
6.(tie)	The Environment of the Campus				4.0	
6.(tie)	Job Placement after PJC Graduation				4.0	
6.(tie)	Guaranteed Admission to PJC				4.0	
10.	Small Class Size at PJC			3.9		
11.(tie)	PJC's Value for Price			3.8		
11.(tie)	PJC's Friendly Faculty			3.8		
11.(tie)	Access to Computers at PJC			3.8		
14.	PJC's Friendly Staff			3.7		
15.	PJC's Campus Locations			3.3		
16.	PJC's Buildings			3.2		
17.	Social Life at PJC		2.9			
18.	PJC's Recreational Facilities		2.8			

Comments: [See reverse of this page for comments.]

Comments:

"High school doesn't get you ready."

Mean Age:	19.7	Day:	100.0%	Degree-Seeking:	100.0%
Males:	45.5%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	54.5%	Both:	0.0%		

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=11

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	Direct Mailings				4.1	
2.	Discussions with High School Counselors				4.0	
3.	Discussions with PJC Students			3.8		
4.	Visit by You to PJC			3.7		
5.(tie)	Visits by PJC Staff to Your High School			3.5		
5.(tie)	PJC Brochures			3.5		
7.	Discussions with PJC Faculty			3.4		
8.	The PJC Catalog			3.2		
9.	Discussions with PJC Alumni			3.0		
10.(tie)	Newspapers		2.9			
	Newspapers: Pensacola News Journal					
10.(tie)	Outdoor Billboards		2.9			
12.	PJC Website on Internet		2.5			
13.	Television Stations		2.3			
14.	Radio Stations	1.6				
	Stations: 92.9 BLX, 105.7					
15.	Magazines	1.5				

Comments: [See reverse of this page for comments.]

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Comments:

"I've enjoyed attending PJC, all of my classes have been a good learning experience."

"Also [a] deep discussion with family + friends played a big part in my coming."

"Overall PJC is a wonderful Junior College to attend if you want to gain college credits that allow you to transfer to another college. PJC *builds a foundation* [italics added] for future colleges or universities."

"I heard it was a very good college & that the professors are very helpful."

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=7*

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:	Average Student Responses				
	1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1. Friendly/Concerned Faculty (6)				4.7	
2. Daycare (3)				4.0	
Small Class Size (1)				4.0	
"Programs" (2)				4.5	
Environment (2)				4.0	
"Atmosphere during Registration" (1)					5.0
Availability of Officers (Pres. + V.P.) (1)					5.0
Campus Center Open on Weekend (1)			3.0		
Library Open on Sunday (1)			3.0		
"Services on Campus" (1)				4.0	
"Career Admission Placement"					5.0
Low Tuition (2)				4.5	
Guaranteed University Transfer on Graduation (2)					5.0
Challenge Programs (1)				4.0	
The Student Center (1)			3.0		
Involvement in Community (1)				4.0	
Labs (2)					5.0
Planetarium (1)			3.0		
Television Station (2)					5.0
Pool Tables (1)				4.0	
"Own Restaurant" (1)			3.0		
Big Screen TV (1)				4.0	
Free Tutors (1)				4.0	
Financial Aid Staff (1)	1.0				
"Staff" (1)				4.0	
"Spreading out of Buildings" (1)			3.0		

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (two or fewer people responding) are not ranked. *Only seven of 11 questionnaires were usable.

Comments:

"Need friendly people in financial aid."

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED")PEOPLE
n=12

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.(tie)	PJC's Campus Locations				4.3	
1.(tie)	PJC's Low Tuition				4.3	
3.	PJC's Personal Attention to Students				4.2	
4.(tie)	Guaranteed University Admission on Graduation from PJC				4.1	
4.(tie)	PJC's Value for Price				4.1	
6.	PJC's Academic Reputation				4.0	
7.(tie)	PJC's Friendly Staff			3.9		
7.(tie)	PJC's Friendly Faculty			3.9		
9.(tie)	PJC's Career Assessment and Job Placement			3.8		
9.(tie)	The Many Programs of Study at PJC			3.8		
9.(tie)	The Environment of the Campus			3.8		
12.	Small Class Size at PJC			3.5		
13.(tie)	Access to Computers at PJC			3.3		
13.(tie)	Guaranteed Admission to PJC			3.3		
13.(tie)	Job Placement after PJC Graduation			3.3		
16.	PJC's Buildings		2.9			
17.	PJC's Recreational Facilities		2.3			
18.	Social Life at PJC	1.9				

Comments: [See reverse of this page for comments.]

Comments:

"Relocation [sic] after getting out of the military, taking advantage of being a student of [sic] Florida (something that I change while [on] active duty.) Starting a second career."

"Waiting list to get into RN program short."

"I feel the LPN/RN program is very misleading to alot [sic] of people [sic] they still believe it takes up to 5 years to get in the program."

Mean Age:	37.7	Day:	75.0%	Degree-Seeking:	100.0%
Males:	41.7%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	58.3%	Both:	25.0%		

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED") PEOPLE
n=12

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	The PJC Catalog				4.0	
2.	PJC Brochures			3.8		
3.	Discussions with PJC Students			3.7		
4.	Discussions with PJC Alumni			3.3		
5.	Discussions with PJC Faculty			3.1		
6.	Visit by You to PJC			3.0		
7.	Direct Mailings		2.6			
8.	Outdoor Billboards		2.5			
9.	Television Stations	1.7				
	Stations:	Channel 3, WSRE				
10.(tie)	Discussions with High School Counselors	1.5				
10.(tie)	PJC Website on Internet	1.5				
10.(tie)	Newspapers	1.5				
	Newspapers:	News Journal				
13.	Radio Stations	1.3				
	Stations:	(None mentioned)				
14.(tie)	Magazines	1.1				
	Magazines:	(None mentioned)				
14.(tie)	Visits by PJC Staff to your High School	1.1				

Comments: [See reverse of this page for comments.]

Comments:

"I came to P.J.C. for the sole purpose of entering the P.T.A. program. While living in Texas I sent for information about P.J.C."

"RN Program offered"

"Relocation after military career"

"List [sic] of colleges in U.S. under degrees [sic] I looked PJC up @ the University of Maryland Campus in Italy."

"I worked in the medical field & talked to other nurses who had finished the program. I don't recall seeing very much advertised about this but I wasn't looking."

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED") PEOPLE
n=13**

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1.	Location (9)				4.5	
2.	Diverse Faculty & Students (12)				4.3	
3.(tie)	Faculty Accessibility (10)				4.1	
3.(tie)	Schedules (13)				4.1	
5.	Random Selection Process* (13)				4.0	
6.(tie)	Supportive Faculty (11)			3.8		
6.(tie)	Part-Time Programs (12)			3.8		
8.	Credit Transfer			3.1		
	Low Tuition (4)				4.3	
	Good Facilities (2)					5.0
	The PTA Program (1)					5.0
	"Evelyn McGee" (1)					5.0
	Reputation (1)					5.0
	The High School Program (1)				4.0	
	Financial Aid Support (1)					5.0
	"On the Job Training" (1)				4.0	
	Medical Program (1)					5.0
	Licensure Pass Rates (1)					5.0

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (four or fewer people responding) are not ranked.
*For nursing program.
**Apparently one student filled out two forms.

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Comments:

"I chose PJC because I thought it would provide me with good training, affordable classes and a wide variety of programs to choose from."

"I'm undecided as to what kind of second career I want, but I wanted to continue my adult education because I didn't have the opportunity to do it while I was active duty. Starting at a community college will help me determine my plans to continue on for another degree."

"Evelyn McGee was very patient, informative and understanding during the admission process. She gave individual attention to me over the phone as well as in person."

"Work study s/b [sic] available to certificate program students not just degree students."

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.(tie)	PJC's Campus Locations					5.0
1.(tie)	PJC's Personal Attention to Students					5.0
3.(tie)	PJC's Low Tuition				4.9	
3.(tie)	Guaranteed Admission to PJC				4.9	
3.(tie)	The Many Programs of Study at PJC				4.9	
3.(tie)	The Environment of the Campus				4.9	
3.(tie)	PJC's Friendly Faculty				4.9	
8.	PJC's Friendly Staff				4.8	
9.	Guaranteed University Admission on Graduation from PJC				4.7	
10.	Job Placement after PJC Graduation				4.6	
11.(tie)	PJC's Value for Price				4.5	
11.(tie)	PJC's Academic Reputation				4.5	
13.	PJC's Career Assessment and Job Placement				4.4	
14.	Social Life at PJC				4.2	
15.	Access to Computers at PJC				4.1	
16.	Small Class Size at PJC			3.8		
17.	PJC's Buildings			3.7		
18.	PJC's Recreational Facilities			3.5		

Comments: [See reverse of this page for comments.]

Comments:

"We want a pool!"

"I enjoy the PJC atmosphere and the support that I get from faculty and administration."

"I am a full-time student on the Milton campus. I am really enjoying my time here. The staff and employeres [sic] are excellent."

"The atmosphere of openness with help if you need it. Remember I live in Crestview FL. I enjoy the drive here for quality education."

Mean Age:	37.4	Day:	35.7%	Degree-Seeking:	100.0%
Males:	35.7%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	64.3%	Both:	64.3%		

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	The PJC Catalog				4.6	
2.(tie)	Visit by You to PJC				4.5	
2.(tie)	PJC Brochures				4.5	
2.(tie)	Discussions with PJC				4.5	
5.(tie)	Direct Mailings				4.2	
5.(tie)	Visits by PJC Staff to Your High School				4.2	
7.	Discussions with PJC				4.1	
8.(tie)	Outdoor Billboards				4.0	
8.(tie)	Television Stations				4.0	
	Stations:	Channels 3 & 10, "Commercial", WSRE				
10.(tie)	Discussions with PJC			3.8		
10.(tie)	Discussions with High School Counselors			3.8		
12.	Newspapers			3.7		
	Newspapers:	Press Gazette, Pensacola News Journal, Free Press				
13.	Radio Stations			3.4		
	Stations:	107, 102.7, SURF, WEBY, WEBM				
14.	PJC Website on Internet			3.0		
15.	Magazines		2.2			
	Magazine	"PJC Schedule in the Mail"				

Comments: [See reverse of this page for comments.]

Comments:

"The counselor when I walked in and had questions, answered all questions with positive remarks."

"The E.O.C. center is excellent. The people there are very helpful."

"My high school counselor was my key to [my] PJC admission."

"We want a pool!"

"Highly spoken of by former students. Please understand I live in Crestview FL. The extra drive is worth it to have the thrill of going to a quality college. If possible, I feel you could market more students from Crestview/Baker area. If some type of mailing programs was try [sic]. May be even going to Baker/Crestview High School to attract students to this college. By a motivated student going an visit th [sic] school at present PJC. I don't want my children going to OWCC."

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14 (12 usable)

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:	Average Student Responses				
	1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1. Personal Attention to Students (8)					5.0
2. Programs of Study (10)				4.6	
2. Low Tuition (9)				4.6	
4. Campus Environment (5)			3.8		
5. Friendly Faculty (8)			3.7		
Social Life (2)					5.0
Reputation (1)				4.0	
Location (3)					5.0
Guaranteed Admission (2)				4.5	
Access to Computers (1)					5.0
"Value for Pricing" (1)					5.0
Job Placement (3)				4.7	
"The Student Body" (1)				4.0	
"Assistance" (1)					5.0
Student Assistant Jobs (1)					5.0
Friendly Staff (2)					5.0
"Faculty Oriented" (1)					5.0
Safety (1)					5.0
Buildings (1)					5.0
Study Space (1)					5.0
Learning Labs (1)					5.0
"Rec. Lab." (1)				4.0	
Class Size (3)				4.7	
"Tutor Services" (1)					5.0
Guaranteed University Admission					5.0

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (three or fewer people responding) are not ranked.

Comments:

"[I] Nevert heart [heard] much."

"We want a Pool"

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=9

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	PJC's Low Tuition				4.6	
2.	The Many Programs of Study at PJC				4.4	
3.	Guaranteed University Admission on Graduation from PJC				4.3	
4.(tie)	PJC's Academic Reputation				4.1	
4.(tie)	PJC's Personal Attention to Students				4.1	
6.(tie)	PJC's Career Assessment and Job Placement				4.0	
6.(tie)	The Environment of the Campus				4.0	
6.(tie)	Job Placement after PJC Graduation				4.0	
6.(tie)	Guaranteed Admission to PJC				4.0	
10.	Small Class Size at PJC			3.9		
11.(tie)	PJC's Value for Price			3.8		
11.(tie)	PJC's Friendly Faculty			3.8		
11.(tie)	Access to Computers at PJC			3.8		
14.	PJC's Friendly Staff			3.7		
15.	PJC's Campus Locations			3.3		
16.	PJC's Buildings			3.2		
17.	Social Life at PJC		2.9			
18.	PJC's Recreational Facilities		2.8			

Comments: [See reverse of this page for comments.]

Comments:

"High school doesn't get you ready."

Mean Age:	19.7	Day:	100.0%	Degree-Seeking:	100.0%
Males:	45.5%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	54.5%	Both:	0.0%		

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=11

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	Direct Mailings				4.1	
2.	Discussions with High School Counselors				4.0	
3.	Discussions with PJC Students			3.8		
4.	Visit by You to PJC			3.7		
5.(tie)	Visits by PJC Staff to Your High School			3.5		
5.(tie)	PJC Brochures			3.5		
7.	Discussions with PJC Faculty			3.4		
8.	The PJC Catalog			3.2		
9.	Discussions with PJC Alumni			3.0		
10.(tie)	Newspapers		2.9			
	Newspapers: Pensacola News Journal					
10.(tie)	Outdoor Billboards		2.9			
12.	PJC Website on Internet		2.5			
13.	Television Stations		2.3			
14.	Radio Stations	1.6				
	Stations: 92.9 BLX, 105.7					
15.	Magazines	1.5				

Comments: [See reverse of this page for comments.]

Comments:

"I've enjoyed attending PJC, all of my classes have been a good learning experience."

"Also [a] deep discussion with family + friends played a big part in my coming."

"Overall PJC is a wonderful Junior College to attend if you want to gain college credits that allow you to transfer to another college. PJC *builds a foundation* [italics added] for future colleges or universities."

"I heard it was a very good college & that the professors are very helpful."

PENSACOLA CAMPUS
MAINLY RECENT (LAST YEAR) HIGH SCHOOL GRADUATES
n=7*

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:	Average Student Responses				
	1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1. Friendly/Concerned Faculty (6)				4.7	
2. Daycare (3)				4.0	
Small Class Size (1)				4.0	
"Programs" (2)				4.5	
Environment (2)				4.0	
"Atmosphere during Registration" (1)					5.0
Availability of Officers (Pres. + V.P.) (1)					5.0
Campus Center Open on Weekend (1)			3.0		
Library Open on Sunday (1)			3.0		
"Services on Campus" (1)				4.0	
"Career Admission Placement"					5.0
Low Tuition (2)				4.5	
Guaranteed University Transfer on Graduation (2)					5.0
Challenge Programs (1)				4.0	
The Student Center (1)			3.0		
Involvement in Community (1)				4.0	
Labs (2)					5.0
Planetarium (1)			3.0		
Television Station (2)					5.0
Pool Tables (1)				4.0	
"Own Restaurant" (1)			3.0		
Big Screen TV (1)				4.0	
Free Tutors (1)				4.0	
Financial Aid Staff (1)	1.0				
"Staff" (1)				4.0	
"Spreading out of Buildings" (1)			3.0		

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (two or fewer people responding) are not ranked. *Only seven of 11 questionnaires were usable.

Comments:

"Need friendly people in financial aid."

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED")PEOPLE
n=12

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.(tie)	PJC's Campus Locations				4.3	
1.(tie)	PJC's Low Tuition				4.3	
3.	PJC's Personal Attention to Students				4.2	
4.(tie)	Guaranteed University Admission on Graduation from PJC				4.1	
4.(tie)	PJC's Value for Price				4.1	
6.	PJC's Academic Reputation				4.0	
7.(tie)	PJC's Friendly Staff			3.9		
7.(tie)	PJC's Friendly Faculty			3.9		
9.(tie)	PJC's Career Assessment and Job Placement			3.8		
9.(tie)	The Many Programs of Study at PJC			3.8		
9.(tie)	The Environment of the Campus			3.8		
12.	Small Class Size at PJC			3.5		
13.(tie)	Access to Computers at PJC			3.3		
13.(tie)	Guaranteed Admission to PJC			3.3		
13.(tie)	Job Placement after PJC Graduation			3.3		
16.	PJC's Buildings		2.9			
17.	PJC's Recreational Facilities		2.3			
18.	Social Life at PJC	1.9				

Comments: [See reverse of this page for comments.]

Comments:

"Relocation [sic] after getting out of the military, taking advantage of being a student of [sic] Florida (something that I change while [on] active duty.) Starting a second career."

"Waiting list to get into RN program short."

"I feel the LPN/RN program is very misleading to alot [sic] of people [sic] they still believe it takes up to 5 years to get in the program."

Mean Age:	37.7	Day:	75.0%	Degree-Seeking:	100.0%
Males:	41.7%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	58.3%	Both:	25.0%		

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED") PEOPLE
n=12

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	The PJC Catalog				4.0	
2.	PJC Brochures			3.8		
3.	Discussions with PJC Students			3.7		
4.	Discussions with PJC Alumni			3.3		
5.	Discussions with PJC Faculty			3.1		
6.	Visit by You to PJC			3.0		
7.	Direct Mailings		2.6			
8.	Outdoor Billboards		2.5			
9.	Television Stations	1.7				
	Stations:	Channel 3, WSRE				
10.(tie)	Discussions with High School Counselors	1.5				
10.(tie)	PJC Website on Internet	1.5				
10.(tie)	Newspapers	1.5				
	Newspapers:	News Journal				
13.	Radio Stations	1.3				
	Stations:	(None mentioned)				
14.(tie)	Magazines	1.1				
	Magazines:	(None mentioned)				
14.(tie)	Visits by PJC Staff to your High School	1.1				

Comments: [See reverse of this page for comments.]

Comments:

"I came to P.J.C. for the sole purpose of entering the P.T.A. program. While living in Texas I sent for information about P.J.C."

"RN Program offered"

"Relocation after military career"

"List [sic] of colleges in U.S. under degrees [sic] I looked PJC up @ the University of Maryland Campus in Italy."

"I worked in the medical field & talked to other nurses who had finished the program. I don't recall seeing very much advertised about this but I wasn't looking."

WARRINGTON CAMPUS
MAINLY SECOND CAREER (NOT "COLLEGE AGED") PEOPLE
n=13**

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1.	Location (9)				4.5	
2.	Diverse Faculty & Students (12)				4.3	
3.(tie)	Faculty Accessibility (10)				4.1	
3.(tie)	Schedules (13)				4.1	
5.	Random Selection Process* (13)				4.0	
6.(tie)	Supportive Faculty (11)			3.8		
6.(tie)	Part-Time Programs (12)			3.8		
8.	Credit Transfer			3.1		
	Low Tuition (4)				4.3	
	Good Facilities (2)					5.0
	The PTA Program (1)					5.0
	"Evelyn McGee" (1)					5.0
	Reputation (1)					5.0
	The High School Program (1)				4.0	
	Financial Aid Support (1)					5.0
	"On the Job Training" (1)				4.0	
	Medical Program (1)					5.0
	Licensure Pass Rates (1)					5.0

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (four or fewer people responding) are not ranked.
*For nursing program.
**Apparently one student filled out two forms.

Comments:

"I chose PJC because I thought it would provide me with good training, affordable classes and a wide variety of programs to choose from."

"I'm undecided as to what kind of second career I want, but I wanted to continue my adult education because I didn't have the opportunity to do it while I was active duty. Starting at a community college will help me determine my plans to continue on for another degree."

"Evelyn McGee was very patient, informative and understanding during the admission process. She gave individual attention to me over the phone as well as in person."

"Work study s/b [sic] available to certificate program students not just degree students."

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14

WHY YOU SELECTED PJC

What was important to you when you selected PJC to apply and enroll?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.(tie)	PJC's Campus Locations					5.0
1.(tie)	PJC's Personal Attention to Students					5.0
3.(tie)	PJC's Low Tuition				4.9	
3.(tie)	Guaranteed Admission to PJC				4.9	
3.(tie)	The Many Programs of Study at PJC				4.9	
3.(tie)	The Environment of the Campus				4.9	
3.(tie)	PJC's Friendly Faculty				4.9	
8.	PJC's Friendly Staff				4.8	
9.	Guaranteed University Admission on Graduation from PJC				4.7	
10.	Job Placement after PJC Graduation				4.6	
11.(tie)	PJC's Value for Price				4.5	
11.(tie)	PJC's Academic Reputation				4.5	
13.	PJC's Career Assessment and Job Placement				4.4	
14.	Social Life at PJC				4.2	
15.	Access to Computers at PJC				4.1	
16.	Small Class Size at PJC			3.8		
17.	PJC's Buildings			3.7		
18.	PJC's Recreational Facilities			3.5		

Comments: [See reverse of this page for comments.]

Comments:

"We want a pool!"

"I enjoy the PJC atmosphere and the support that I get from faculty and administration."

"I am a full-time student on the Milton campus. I am really enjoying my time here. The staff and employeres [sic] are excellent."

"The atmosphere of openness with help if you need it. Remember I live in Crestview FL. I enjoy the drive here for quality education."

Mean Age:	37.4	Day:	35.7%	Degree-Seeking:	100.0%
Males:	35.7%	Night:	0.0%	Non-Degree Seeking:	0.0%
Females:	64.3%	Both:	64.3%		

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14

SOURCES OF INFORMATION THAT LED YOU TO PJC

How much did these information sources cause you to come to PJC?

Rank Order:		Average Student Responses				
		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
1.	The PJC Catalog				4.6	
2.(tie)	Visit by You to PJC				4.5	
2.(tie)	PJC Brochures				4.5	
2.(tie)	Discussions with PJC				4.5	
5.(tie)	Direct Mailings				4.2	
5.(tie)	Visits by PJC Staff to Your High School				4.2	
7.	Discussions with PJC				4.1	
8.(tie)	Outdoor Billboards				4.0	
8.(tie)	Television Stations				4.0	
	Stations:	Channels 3 & 10, "Commercial", WSRE				
10.(tie)	Discussions with PJC			3.8		
10.(tie)	Discussions with High School Counselors			3.8		
12.	Newspapers			3.7		
	Newspapers:	Press Gazette, Pensacola News Journal, Free Press				
13.	Radio Stations			3.4		
	Stations:	107, 102.7, SURF, WEBY, WEBM				
14.	PJC Website on Internet			3.0		
15.	Magazines		2.2			
	Magazine	"PJC Schedule in the Mail"				

Comments: [See reverse of this page for comments.]

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Comments:

"The counselor when I walked in and had questions, answered all questions with positive remarks."

"The E.O.C. center is excellent. The people there are very helpful."

"My high school counselor was my key to [my] PJC admission."

"We want a pool!"

"Highly spoken of by former students. Please understand I live in Crestview FL. The extra drive is worth it to have the thrill of going to a quality college. If possible, I feel you could market more students from Crestview/Baker area. If some type of mailing programs was try [sic]. May be even going to Baker/Crestview High School to attract students to this college. By a motivated student going an visit th [sic] school at present PJC. I don't want my children going to OWCC."

MILTON CAMPUS
MAINLY RETURNING (OLDER, NON-TRADITIONAL, FIRST-TIME-IN-COLLEGE) STUDENTS
n=14 (12 usable)

PJC's UNIQUENESS

What was unique at PJC which caused you to apply and enroll?

Rank Order:	Average Student Responses				
	1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
1. Personal Attention to Students (8)					5.0
2. Programs of Study (10)				4.6	
2. Low Tuition (9)				4.6	
4. Campus Environment (5)			3.8		
5. Friendly Faculty (8)			3.7		
Social Life (2)					5.0
Reputation (1)				4.0	
Location (3)					5.0
Guaranteed Admission (2)				4.5	
Access to Computers (1)					5.0
"Value for Pricing" (1)					5.0
Job Placement (3)				4.7	
"The Student Body" (1)				4.0	
"Assistance" (1)					5.0
Student Assistant Jobs (1)					5.0
Friendly Staff (2)					5.0
"Faculty Oriented" (1)					5.0
Safety (1)					5.0
Buildings (1)					5.0
Study Space (1)					5.0
Learning Labs (1)					5.0
"Rec. Lab." (1)				4.0	
Class Size (3)				4.7	
"Tutor Services" (1)					5.0
Guaranteed University Admission					5.0

Comments: [See reverse of this page for comments.]

Note: Citations of 25% or fewer (three or fewer people responding) are not ranked.

Comments:

"[I] Nevert heart [heard] much."

"We want a Pool"

WHY YOU SELECTED PJC

Please give this information about yourself:

Age: _____ Sex: Male ___ or Female ___ Day Student: ___Night Student: ___ Both: ___
Degree Seeking (AA, AS, or Certificate): Yes ___ No ___

What was important to you when you selected PJC to apply and enroll?

Rank each item according to your experience indicating choice by circling:		1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
A.	PJC's Academic Reputation	1	2	3	4	5
B.	The Many Programs of Study at PJC	1	2	3	4	5
C.	PJC's Personal Attention to Students	1	2	3	4	5
D.	PJC's Buildings	1	2	3	4	5
E.	PJC's Recreational Facilities	1	2	3	4	5
F.	The Environment of the Campus	1	2	3	4	5
G.	PJC's Low Tuition	1	2	3	4	5
H.	Job Placement after PJC Graduation	1	2	3	4	5
I.	Social Life at PJC	1	2	3	4	5
J.	PJC's Value for Price	1	2	3	4	5
K.	Small Class Size at PJC	1	2	3	4	5
L.	Access to Computers at PJC	1	2	3	4	5
M	PJC's Campus Locations	1	2	3	4	5
N.	PJC's Friendly Faculty	1	2	3	4	5
O.	PJC's Friendly Staff	1	2	3	4	5
P.	Guaranteed University Admission on Graduation from PJC	1	2	3	4	5
Q.	PJC's Career Assessment and Job Placement	1	2	3	4	5
R.	Guaranteed Admission to PJC	1	2	3	4	5
S.	Other (please specify) _____	1	2	3	4	5

Comments: _____

_____

_____

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SOURCES OF INFORMATION THAT LED YOU TO PJC

Please give this information about yourself:
Age: _____ Sex: Male ___ or Female ___ Day Student: ___Night Student: ___ Both: ___
Degree Seeking (AA, AS, or Certificate): Yes ___ No ___

How much did these information sources cause you to come to PJC?

Rank each item according to your experience:	1 Not Important At All	2 Not Very Important	3 Somewhat Important	4 Important	5 Very Important
A. Newspapers (circle one)	1	2	3	4	5
List newspapers, if any	_____				
B. Magazines (circle one)	1	2	3	4	5
List magazines, if any	_____				
C. Radio Stations (circle one)	1	2	3	4	5
List stations, if any	_____				
D. Television Stations (circle one)	1	2	3	4	5
List stations, if any	_____				
E. Direct Mailings (circle one)	1	2	3	4	5
F. Outdoor Billboards (circle one)	1	2	3	4	5
G. PJC Website on Internet (circle one)	1	2	3	4	5
H. Visits by PJC Staff to your High School (circle one)	1	2	3	4	5
I. The PJC Catalog (circle one)	1	2	3	4	5
J. PJC Brochures (circle one)	1	2	3	4	5
K. Visit by you to PJC (circle one)	1	2	3	4	5
L. Discussions with PJC Students (circle one)	1	2	3	4	5
M Discussions with PJC Faculty (circle one)	1	2	3	4	5
N. Discussions with PJC Alumni (circle one)	1	2	3	4	5
O. Discussions with High School Counselors (circle one)	1	2	3	4	5
P. Other _____ (circle one)	1	2	3	4	5

Comments: _____

R-96-558(1) PLEASE DO NOT SIGN THIS. MM 12-4-96

PJC's UNIQUENESS

Please give this information about yourself:

Age: _____ Sex: Male ___ or Female ___ Day Student: ___Night Student: ___ Both: ___
Degree Seeking (AA, AS, or Certificate): Yes ___ No ___

What was unique at PJC which caused you to apply and enroll?

Rank each item according to your experience indicating choice by circling (specify each unique aspect):	1 Not Unique At All	2 Not Very Unique	3 Somewhat Unique	4 Unique	5 Very Unique
A. _____	1	2	3	4	5
B. _____	1	2	3	4	5
C. _____	1	2	3	4	5
D. _____	1	2	3	4	5
E. _____	1	2	3	4	5
F. _____	1	2	3	4	5
G. _____	1	2	3	4	5
H. _____	1	2	3	4	5
I. _____	1	2	3	4	5
J. _____	1	2	3	4	5
K. _____	1	2	3	4	5
L. _____	1	2	3	4	5
M _____	1	2	3	4	5
N. _____	1	2	3	4	5
O. _____	1	2	3	4	5
P. _____	1	2	3	4	5
Q. _____	1	2	3	4	5
R. _____	1	2	3	4	5
S. _____	1	2	3	4	5

Comments: _____

_____

_____